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ABSTRACT

The Centralia College Foundation (CCF) was established in 1982 to develop activities to support Washington's Centralia College and the surrounding community. This report provides information on the CCF and describes Foundation goals for 1996 through 2006. First, background information is provided on the establishment and fundraising projects of the CCF, indicating that between 1986 to 1995 the Foundation generated over $2.5 million in cash and gifts. Next, a discussion is provided of a 1995 revision of the CCF mission statement to reflect changes in the college's mission. The bulk of the document then describes goals for the following areas: (1) the Annual Fund, the CCF's major fundraising program; (2) the Business Associates Program; (3) the Deferred/Planned Gifts Program; (4) the formation of associate groups of donors having special interests, such as Friends of the Library; (5) the Major Gifts Program, for annual gifts of $500 or more; (6) special fundraising events; (7) student scholarships; (8) facilities improvements in support of the college's facilities plans; and (9) programs for alumni. Appendixes provide a review of CCF accomplishments from 1982 to 1995-96, a table of amounts raised from 1986-87 to 1995-96, a chart of CCF development priorities, a list of college scholarship needs for 1996, a map of proposed facilities improvements, and a history of CCF property acquisition from 1985 to 1996. (HAA)

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Report of the Planning Committee
1996-2006

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Executive Summary

This document charts the course for the Centralia College Foundation from 1996 through 2006. These recommendations were developed for the Centralia College Foundation Board of Directors by the Planning Committee.

It is noted that previous planning efforts have enabled the Foundation to become well established and successful. It is now time to build upon past achievements and strengthen the ability of the Foundation to support the College and the community.

- The Mission Statement of the Centralia College Foundation has been revised to reflect the mission of Centralia College.
- Annual Fund Campaign goals have been established for the next decade.
- Business Associates program will be revitalized to better serve the needs of the business community.
- Deferred or Planned Gifts program is being initiated which provides for a structured society of major donors.
- Associate groups will be developed which provide for special interest areas of the College.
- Major Gift recognition and encouragement programs will be enhanced.
- Special Events will be held annually to increase awareness of the College and the Foundation.
- Student Scholarship Endowments will be solicited, greatly adding to yearly scholarship awards.
- The Foundation will continue to assist the College to achieve its Facilities Master Plan.
- Alumni Programs will be strengthened to provide a greater means for alumni identification and affiliation.
- The external and internal capacity of the Foundation for growth and development will be strengthened.

Report of the Planning Committee
1996-2006

Introduction

Not much happens without an idea . . . a dream . . . a plan . . . and enthusiastic follow-through! This has been our experience with regard to the Centralia College Foundation. Planning has been an essential factor in our success.

In 1986, the Centralia College Foundation embarked on a five year plan and made amazing progress. The Report of the Planning Committee 1990-1995 guided the development of the Foundation to great success. Hopefully, this present planning effort will chart the course through the year 2006.

This plan will be reviewed and updated annually by the Planning Committee and changes, if any, will be presented at the June Board Meeting.

Members of the Committee

Bob Thompson, Chair
Larry Bandy
Scott Hamilton
Connie Bode
Rich Woolley
Donna Karvia
Ralph Olson
Brigitte Burger
Rose Bowman
Alex Goedhard

Hank Kirk, ex-officio
Kathy Thornton, ex-officio

I. Background

The Centralia College Foundation was established in 1982 by visionary College and community leaders. During the next few years, the organization became established and fundraising projects were initiated.

In the Fall of 1986, the Foundation embarked upon its first Annual Fund Drive. In the decade that followed the yearly Annual Fund Campaign has become the basic fundraising program of the Foundation which attracts new donors and keeps the needs of the College/Foundation before the public. During the period 1986-95, the college has increased its support of the Foundation, and the Foundation has received over $2.5 million in cash and in-kind gifts. A review of the accomplishments of the Foundation is contained in Appendix A, B.

Planning has been essential to guide our growth. The five year "pyramid" plan introduced in 1986 has served us well (see Appendix C). The Planning Committee report for 1990-1995 produced great gains. This present planning effort charts a course for the decade of 1996-2006. It presents challenges which, if met, can position the Foundation and the College to better serve students and the community.

II. Mission Statement Revision

Mission statements guide organizations and help them to focus on their essential purpose. Rather than a road map which changes periodically, the mission statement is a compass which points to the "magnetic north" of the organization.

The first formal mission statement was approved by the Board of Directors in 1990. This statement was reflective and supportive of the College mission statement adopted by the College Board of Trustees earlier that year. In December, 1995, the College Board of Trustees adopted a revised mission statement, as a result of the College strategic planning process. In turn, the Foundation Planning Committee reviewed the new College statement and proposed a revised Foundation mission statement.

CENTRALIA COLLEGE FOUNDATION MISSION STATEMENT

The Centralia College Foundation exists to support and to enhance the ability of Centralia College to accomplish its mission to be a dynamic learning community.

The Centralia College Foundation will actively stimulate our community to invest funds, other assets and energies with the Foundation. This effort will help perpetuate the College and assist it to operate at a level far above that which can be achieved from state and federal support alone.

This mission statement was adopted by the Foundation Board of Directors on June 12, 1996.

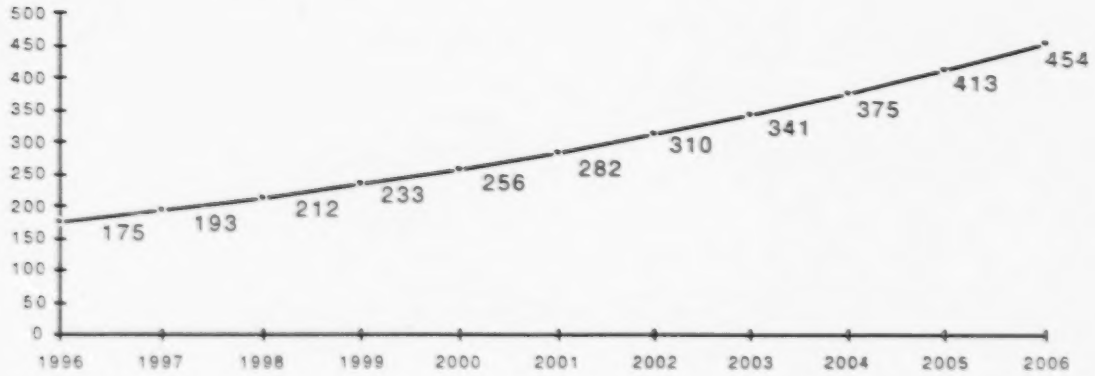
III. Planning for the Future 1996-2006

There are a number of programs, projects and activities which will insure the continued success of the Centralia College Foundation. These include:

A. The Annual Fund

The Annual Fund will continue to be the bedrock of all our fundraising efforts. This will be major fundraising program conducted yearly by the Centralia College Foundation. It consists of the solicitation of funds from individuals and businesses by personal contact and direct mail. It includes the organization of a volunteer fundraising committee; the listing, rating and assignment of prospects; personal contacts; production of personal solicitation letters; general mailings and the recording and acknowledgment of gifts. Goals of the Annual Fund are to make friends and develop supporters of the College, continually add new donors, upgrade the giving of existing donors and build a base of College supporters upon whom the College may draw for participation in future programs.

The Annual Fund is considered to include gifts which are given in response to the drive. It does not usually include funds from planned giving, estates, etc. Goals for Annual Fund income are projected as follows:



Figures above represent 000s. This represents an ambitious 10% increase per year.

B. Business Associates

The Business Associates Program activity phase includes the continuous cultivation and solicitation of the business community. The program consists of informational mailings, personal contacts with business executives and business cultivation luncheons or breakfasts to provide opportunities for interaction between the College and the business community. It also involves the development and submission of proposals for the funding of specific projects to benefit the College and its educational programs.

The commitment of this program is important to the development of the Foundations role in the community.

C. Deferred/Planned Gifts

The Deferred/Planned Gifts Program involves continuous identification and cultivation of those individuals who are prospects for a major gift in the form of unitrust, annuity trust, pooled income fund, life insurance, life estate program or specific bequest. A Deferred Gifts Plan has been developed. Elements of the program involve building the deferred gifts prospect file, quarterly mailings to those prospects and personal interviews where appropriate. The major cost factors are prospect research time and deferred/planned gifts publications for mailing. Some other expenses may be involved in occasional cultivation contacts and professional and/or legal costs for analysis and document preparation.

Planned Giving Action Plan is as follows:

- Structured society of major donors - recognition event.
- Publish Literature - brochures, etc.
- Organize Advisory Council including luncheon and speaker
- Mailing list
- Recognition and encouragement of prospective donors

D. Associate Groups

Recognizing that some donors and potential donors may closely identify with and have a special interest in giving to specific areas of the College, the Centralia College Foundation will encourage the development of one associate group every 3 years. It is the goal of the Foundation that these groups (such as the Nursing Associates, Friends of the Library, Electronic Associates and Civil Engineering Associates) be in-place and operational.

E. Major Gifts

The Major Gifts Program involves the recognition & encouragement of those who have given or are prospects for gifts of $500 per year or more. Elements of the program include a newsletter from the President of the College, plus selected individual invitations to campus events as guests of the College/Foundation.

There are at present approximately 75 individuals or companies in this category. Our goal is to add 10% or more each year which would result in up to 250 by 2006.

F. Special Events

Special events promote awareness of the College and the Foundation and also raise some funds. Generally, the costs associated with the events are covered by the proceeds. Special events in the past have included Night on the Rhine, Orient Express, Mardi Gras, and Sail the Sapphire Seas.

Our goal is to hold at least one such event each year.

G. Student Scholarships

Student scholarships assist students to defray part of their college expenses. They also provide recognition and encouragement to students. Student scholarships also encourage attendance at Centralia College and they are also a means to recognize donors.

At present endowments to fund scholarships total $1,288,140. Approximately $37,000 was awarded to 30 students from endowed scholarships and approximately $38,500 was awarded to 40 students from community/living endowment scholarships, in Spring, 96.

Our goal is to add five scholarship endowments each year for the next 10 years bringing the total number of endowments to 143.

The Endowment Fund is envisioned to grow to $5,000,000 by 2006, yielding an annual disbursement of $250,000 per year by that date.

Funding for student scholarships is vitally important to maintaining student access to college (see Appendix D). The Centralia College Foundation can play a big role in making this possible, in much the same way as the W.F. West trust has funded college attendance of W.F. West High School students down through the years.

H. College Facilities

Centralia College has in place a Facilities Master plan which provides direction for campus development. The Foundation has been instrumental in acquiring properties in the Master Plan, holding them and then helping the College to acquire them as needed for campus expansion.

Appendix E contains a map of the College Facilities Master Plan which identifies target blocks and properties. To date the Foundation has acquired seven properties, as can be seen in Appendix F.

The Foundation will maintain a property account from which property acquisitions will be funded. Funds from the sale of properties will also be deposited into this account.

I. Alumni Programs

The establishment of an alumni association was a goal of the Centralia College Foundation in 1986-87. This was accomplished in 1987 when the Centralia College Alumni Association was formed.

During the years since its inception, the Alumni Association has held meetings and organized events to benefit the College. Modest funding has been provided by the Associated Students, and staff support has been provided through the Student Services department.

The alumni of Centralia College constitute a significant resource to the College and the Foundation. Friendship, affiliation and financial support are possible if the Alumni Association is to be viable. The Centralia College Foundation wants to see the development of an active Alumni Association which can play a major role in support of the College.

This will require both planning and funding. The Centralia College Foundation would like to have a plan, including funding, in place June 30, 1997.

J. Foundation Support

No funding is provided from the State designated for the financial support of the Foundation. In fact, state funding can only be directed to the Foundation through the Quid pro Quo agreement, as per guidelines provided by the Attorney General.

As the Foundation has grown over the years the organization has become better able to fund its operation. Present staffing and funding is as follows:

Kathleen Thornton Executive Director	1/2 Foundation, 1/2 College
Sue Young Accountant	College
Brenda Lane Secretary	1/2 Foundation, 1/2 College

To accommodate the growth envisioned in this report, staff and budget support will be identified, and reported to the Board on an annual basis.

Yearly Review of Accomplishments

1982 Chartered November 12, 1982; co-sponsored "Night-In-Italy" dinner with Performing Arts Society.

1983-84 Scholarship endowments $37,590;equipment donations $72,291; over $10,000 raised for the Human Performance Lab; "Dine-on-the Rhine" dinner.

1984-85 Scholarship endowments $82,281;equipment donations $171,566; "A French Experience" dinner.

1985-86 Scholarship endowments $27,000; equipment donations $79,461; 60th Anniversary Gala Ball.

1986-87 Raised $42,351; equipment donations $58,993; new endowments $19,468; co-sponsored Sports Hall of Fame; sponsored development of a formal alumni association; purchased/remodeled house at 420 W Locust for the child development center.

1987-88 Purchased house at 220 S Rock for Child Care use; Annual Fund Campaign $108,000; Business Associates program started; MiniGrant program started, $5,000 for campus/faculty projects; Alumni Association chartered; "Orient Express" dinner; endowment funds total $329,000.

1988-89 $250,000 goal for Endowment Challenge Grant, matching funds of $250,000, raised $289,000; established 43 new endowments; endowment funds total $540,000; "Mardi Gras" dinner.

1989-90 Annual Fund campaign for development of Natural Science Center and botanical gardens, raised $151,000; $50,000 for science center; awarded $5,000 in MiniGrants to campus/faculty; awarded $35,000 in scholarships from endowment income.

1990-91 Annual Fund campaign theme, "Excellence in Education", for matching state endowment funds for exceptional faculty awards, raised $185,000, $25,000 for exceptional faculty endowment; $5,000 in MiniGrants awarded.

1991-92 Annual Fund campaign theme, "We are Making a Difference", raised over $196,000, projects included another $25,000 for exceptional faculty endowment matching state grant bringing the endowment to $100,000; first exceptional faculty awards presented; $5,000 in MiniGrants awarded; purchased house at 412 W Locust for child development program; "Rendezvous in Paradise" dinner; endowment funds, $917,000; total assets, $1.4 million.

1992-93 Annual fund campaign theme, "Partnerships", projects of Child Development Center relocation/remodeling and music endowment fund; raised over $151,000 in addition to a single gift of $100,000 (to be used for Small Business Development Center) for a total of $251,000; $25,000 was given to the Child Development Center for playground toys; $5,000 made available for MiniGrants; awarded $40,000 in scholarships from endowment income and community scholarships; purchased property at Iron & Locust for future parking lot; purchased house at 209 S Iron for small business center; "Country Night at the C Bar C" dinner; endowment funds, $1.1 million; total assets, $1.6 million.

1993-94 Annual Fund Campaign theme, "Student Success", focused on additional scholarship funds and increased endowment funds; campaign raised $161,128, of this, $5,180 was a grant from the Ronald McDonald Children's Charities of Western Washington for the Child Development Center to purchase playground equipment; over $80,000 was awarded in scholarships from endowment income, community scholarships, and custodial accounts; awarded $5,000 in MiniGrants; Joyce Butkus, Executive Director retired after six years of service; endowment funds, $1.3 million; total assets, $1.8 million.

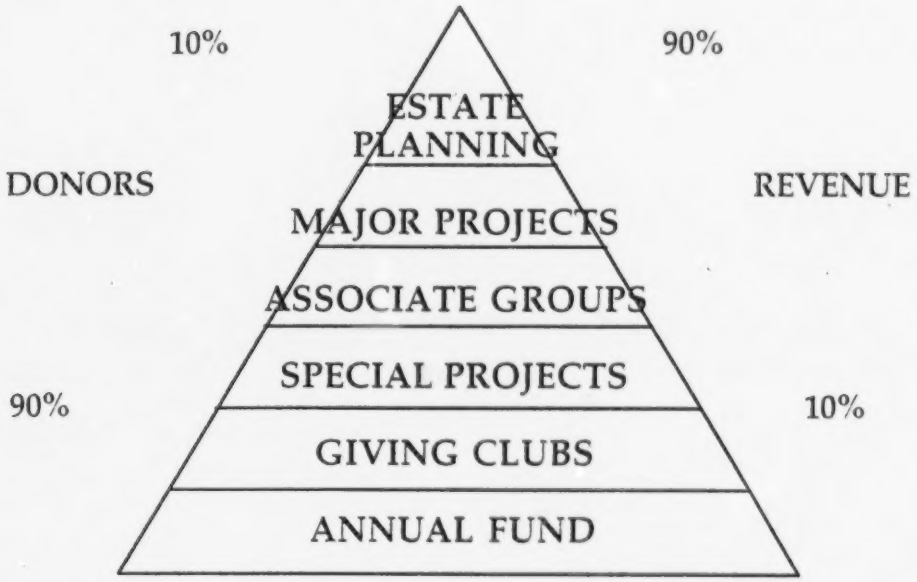
1994-95 Annual Fund Campaign Theme, "Investing in the Future", focused on additional scholarship and endowment funds; accepted largest single gift ever of $500,000 from Walter Hanke, a long time Lewis County farmer; Dick Uhlmann of Chehalis contributed $25,000 for the Uhlmann Motors, Inc. Endowment to provide scholarships for business students; combined fundraising efforts resulted in a campaign total of over $650,000; $81,500 was awarded in scholarships from endowment income, community scholarships, and custodial accounts; purchased property at 408 W Locust and 701 W Walnut; $5,000 was awarded in MiniGrants; Kathleen Thornton began as Executive Director October, 1994; endowment funds, $1.4 million; total assets, $2.5 million.

1995-96 Annual Fund Campaign Theme, "A Proud Heritage, A Dynamic Future", received approximately $260,000 in campaign and planned gift funds; in-kind contributions provided an additional $95,000 for a grand total of over $350,000; "Sail the Sapphire Seas" dinner; awarded over $90,000 in scholarships from endowment income, community scholarships, and custodial accounts; coordinated Leadership Lewis County, our community's first leadership program; awarded $10,000 in MiniGrants; purchased property at 226 S Rock; endowment funds/total assets (campaign will not end, books will not close, and totals tallied with final amounts until after June 30, 1996).

CENTRALIA COLLEGE FOUNDATION FUNDRAISING HISTORY

YEAR		GOAL	ACTUAL CASH	ACTUAL IN KIND	TOTAL
1986-87	"A Proud Heritage; A Dynamic Future" PRESIDENT: Bob Whannell CHAIRMAN: Bob O'Neill	$25,000	$60,000	$75,000	$135,000
1887-88	"Access and Excellence" PRESIDENT: Scott Hamilton CHAIRMAN: Bob Thompson Business Associates: Bob Thompson	$100,000	$108,000	$49,000	$157,000
1988-89	"$250,000 Challenge" PRESIDENT: Scott Hamilton CHAIRMAN: Bob Thompson Business Associates: Lloyd Meyers	$250,000	$284,000 $250,000 (federal matching) $540,000	$45,000	$585,000
1989-90	"Building for the Future" PRESIDENT: Lloyd Meyers CHAIRMAN: Lance Fletcher Business Associates: George Godding	$100,000	$102,000	$49,000	$151,000
1990-91	"Excellence in Education" PRESIDENT: Lance Fletcher CHAIRMAN: Alex Goedhard Business Associates: Scott Hamilton	$125,000	$169,000 $ 25,000 (Washington State $185,000 matching funds)	$16,000	$210,000
1991-92	"We are Making A Difference" PRESIDENT: Alex Goedhard CHAIRMAN: A. R. "Al" Jaeger Business Associates: Scott Hamilton	$150,000	$130,000 $ 25,000 (Washington State $155,000 matching funds)	$41,000	$196,000
1992-93	"Partnerships" PRESIDENT: A. R. "Al" Jaeger CHAIRMAN: Larry Bandy Business Associates: W. H. "Bill" Fuller	$150,000	$229,888	$21,110	$250,998
1993-94	"Student Success" PRESIDENT: Larry Bandy CHAIRMAN: Connie Bode Business Associates: W. H. "Bill" Fuller	$150,000	$150,728	$13,569	$164,298
1994-95	"Investing in the Future" PRESIDENT: Connie Bode CHAIRMAN: Donna Karvia Business Associates: Rose Bowman	$150,000	$177,481 $500,000 (Hanke estate) $677,481	$18,563	$696,044
1995-96	"A Proud Heritage, A Dynamic Future" PRESIDENT: Donna Karvia CHAIRMAN: Ralph Olson Business Associates:	$175,000			
				1986-1995 TOTAL	$2,545,340

DEVELOPMENT PYRAMID



FUNDRAISING SIMPLIFIED

PROSPECT IDENTIFICATION

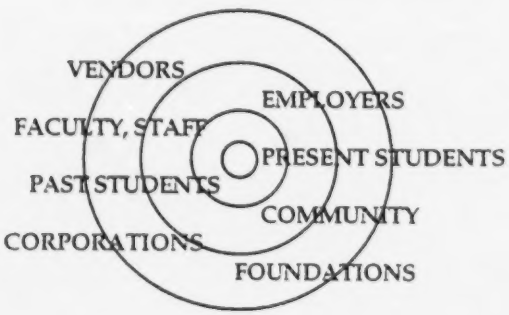
PROSPECT CULTIVATION

PROSPECT SOLICITATION

DONOR RECOGNITION

REPEAT THE PROCESS

IDENTIFYING PROSPECTS



MEMORANDUM

CENTRALIA COLLEGE

DATE: **March 8, 1996**
TO: Centralia College Foundation Board Members
FROM: Blaine Nisson
RE: SCHOLARSHIP NEEDS

Over the course of the past several months, the college has carefully examined the need for scholarship enhancements which reflect the needs of our students. The following represents what we consider to be some of our most pressing scholarship needs.

1. Full tuition scholarship for each graduating Valedictorian and Salutatorian 13 high schools in District

   13 x 2 x $1401/yr. = $36,426

2. First quarter scholarships for each GED Graduate (1994-95)

   46 x $467/qtr. = $21,482

3. Dept./Program Scholarships
   (offer two fall quarter tuition scholarships per dept./prgm.)
   38 x 2 x $467/qtr. = $35,492

4. Athletic Scholarships
   (addition of women's softball program and
   adjustment of all scholarships from $150 to $200) $10,200

5. Centralia College General Scholarships $10,000
   (used to equalize fnd/outside awards to a full quarter tuition)

6. Tuition Waivers return to Financial Aid Needy Students $15,500

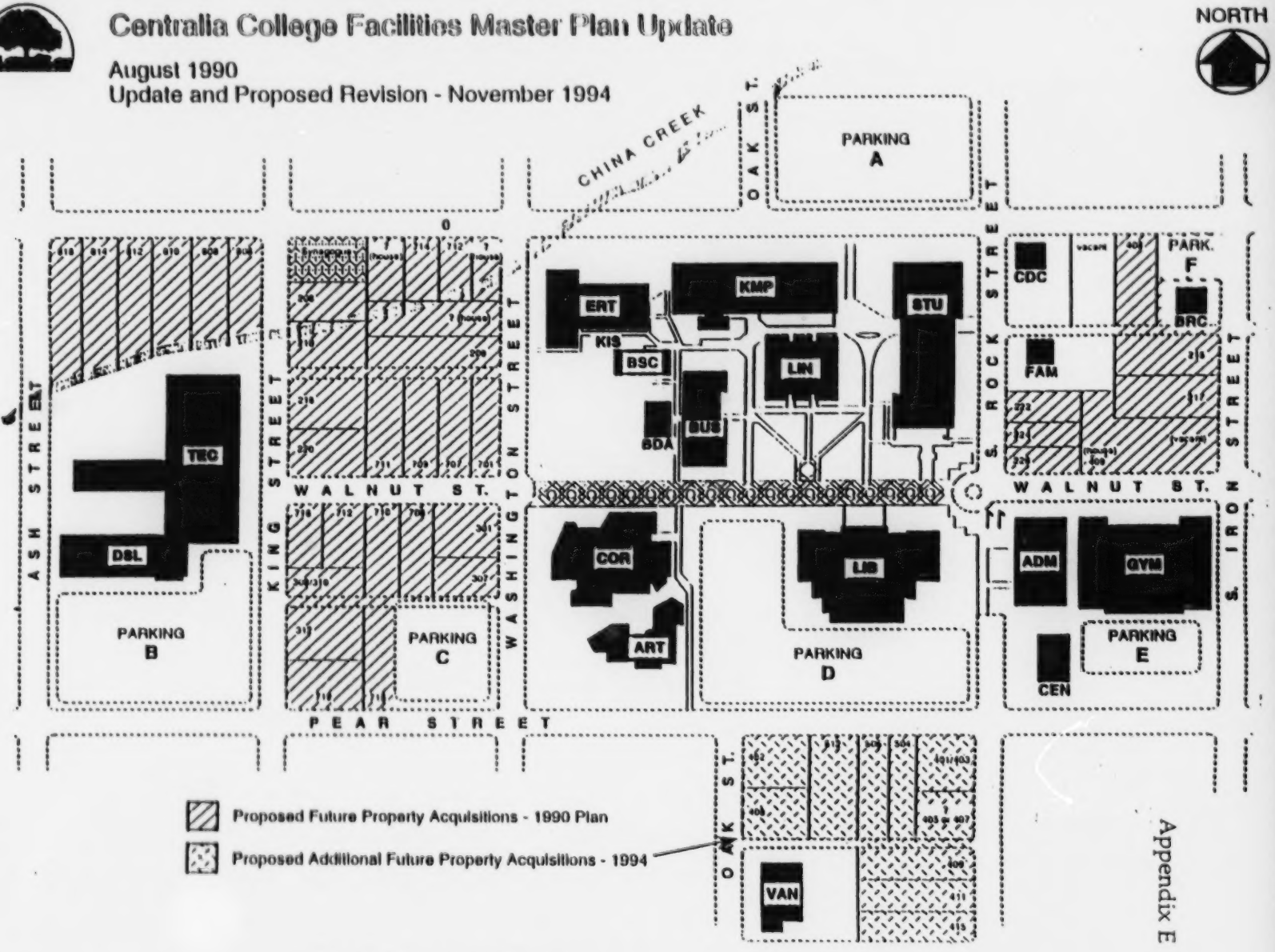
7. Fall quarter scholarships to CC unawarded applicants (1995-96) $70,517
   (151 x 467/qtr.)

8. Financial Aid Need Based Scholarships $55,000 +++

TOTAL REQUEST FOR SCHOLARSHIP NEEDS **$254,617**

Centralia College Facilities Master Plan Update

August 1990
Update and Proposed Revision - November 1994



Appendix E

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Centralia College Foundation
Property Acquisition History
1985-Present

The acquisition of real property by the College is a long and cumbersome process. It involves Board of Trustees, General Administration (GA), State Board for Community and Technical Colleges, and the Governor/legislators. This process is necessary for any such acquisitions.

The Centralia College Foundation has enabled Centralia College to act quickly when key properties come on the market. The Foundation has bought and held these properties untill the State can purchase them. This process has been utilized to acquire the following properties:

ADDRESS	DESCRIPTION	DATE FOUNDATION PURCHASED	FOUND. $	DATE COLLEGE PURCHASED	COLLEGE $
420 W Locust	Peacock Property/ Home /Family Life	6/1/86	$62,600	12/1/87	$80,384
220 S Rock	Family Services	9/2/87	$44,300	7/17/91	$76,571
412 W Locust	Blue Day Care House torn down/now parking	10/91	$61,500	7/21/93	$68,068
Iron/Locust Lot	Parking	10/28/92	$37,354	6/4/93	$41,500
209 Iron	BRC	6/93	$80,700	Leased* 7/21/95	$8,400 Annually
408 Locust	Home Property/ Red Apartment House	12/16/94	$67,000	Leased* 7/1/95	$6,000 Annually
701 W Walnut	Sperline Property/ TEEN Program House	5/12/95	$59,500	Leased* 7/1/95	$6,000 Annually

*Final purchase pending legislative approval.

mt:1/96